

# Request for Appropriation (2019 General Session)

(See instructions on reverse side and JR4-3 101 through 201)

## SECTION I - To be completed by requesting legislator

**Name:** Senator Weiler

**Date:** 1/31/2019

**Funding Request Name:** CenterPoint Legacy Theatre Ongoing Funding

### Description of Funding Item:

To support all community and outreach programs of CenterPoint Legacy Theatre. The funding is intended to give a solid foundation to our efforts to engage our community through the performing arts. The programs benefitted by this funding include our community theater series, Academy for children and youth, and educational and special needs outreach programs – which reach all ages - elementary students to seniors.

**Agency through which funds would be administered:** Utah Department of Arts and Museums

### What is the statewide public purpose?\*

CenterPoint Legacy Theatre offers a high-quality theatrical experience focused primarily on the Wasatch Front but extending from St. George to Pocatello, ID. Our additional patron geography during 2018 reached 27 states and Canada.

### What type of organization(s) will receive this funding? (check all that apply)

☐ Government ☐ Gov't Not for Profit ☐ Private for Profit ☒ Not for Profit

**Amount Requested:** \$ 100,000

☐ General Fund ☐ Educ. Fund ☐ Transp. Fund ☐ Other:  
☐ FY19 (One-time) ☐ FY20 (One-time) ☒ FY20 (Ongoing) ☐ Nonlapsing

**Project Contact Information:** Name: Jansen Davis  
Title: Executive Director  
Organization: Davis Association for the Performing Arts  
dba CenterPoint Legacy Theatre  
Phone #: 801-298-1302  
Email: jdavis@centerpointtheatre.org

### Attach Supporting Documentation (Required)

- ☒ Itemized Budget
- ☒ Deliverables and/or Performance Measures
- ☒ Does this organization receive other State financing? ☒ Yes ☐ No
- ☒ If yes, attach explanation. (See explanation in "Other Notes" below)
- ☒ Please attach any other supporting documentation

### Appropriations Committee Recommendation

\*All appropriations must be made to state agencies. State agencies must follow state procurement laws which require competitive bids, requests for proposal, or sole source determination. (Over)

## Intent Language Request

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### Other Notes

CenterPoint Legacy Theatre has requested grants from the Utah Division of Arts and Museums annually since 2013 and received amounts from \$2500 - \$4500 each year (with an additional \$7000 given last year because of an agency overage). We have also received two small grants from Utah Humanities (\$850 and \$1500) to help with our Bravo outreach program for junior high and high school students.

### SECTION II - To be completed by Legislative Fiscal Analyst's office

Entered on \_\_\_\_\_

Entered by \_\_\_\_\_

date initials \_\_\_\_\_

### Instructions Request for Appropriation

1. Completed forms must be filed with the Legislative Fiscal Analyst by noon of the 11th day of the general session (JR4-3-101).
  2. Requesting legislators complete Section I and return the form to the Office of the Legislative Fiscal Analyst.
  3. Attach required supporting documentation, including an itemized budget, deliverables/ performance measures, whether the requesting organization receives other State financing, and any other clarifying material.
  4. The Legislative Fiscal Analyst will enter your request into the online system and complete Section II.
  5. The Request for Appropriation will be assigned to a subcommittee by the appropriate co-chair (House or Senate depending on membership of the sponsor) of the Executive Appropriations Committee using the online system.
  6. Working with the co-chairs of the assigned subcommittee, staff will schedule the request for an appropriations meeting and note that meeting date in the online system.
- NOTE: Appropriations subcommittee co-chairs have the option of when to schedule hearings. However, all hearings should be completed in time for actions to be included in the final report to the Executive Appropriations Committee.



## Davis Performing Arts Association, dba CenterPoint Legacy Theatre (CPT)

EIN 27-0197644 -- Registered Non-Profit 501 (c)3

Jansen Davis, Executive Director

801-298-1302 - jdavis@centerpointtheatre.org

Request for a continuation of \$100,000 in ongoing funds to support various community programs.

CPT's primary function is to create theatrical experience for patrons and participants.

CPT serves over 124,000 patrons and more than 850 volunteers with nearly 94,000 hours of service, annually.

### Additional Community Programs

#### CenterPoint Academy

- ♦ Serves 600 (7% increase) students ranging from the age of 5 – 18.
- ♦ Classes coincide with the traditional school year schedule.
- ♦ Week-long theatre camps are held during the summer.
- ♦ Students are taught theatrical skills, creativity, public speaking and presentational skills.
- ♦ These skills build self esteem and prepare students to be active team members in families, schools and communities.
- ♦ The students also prepare for performances that attract 10,300 audience members throughout the year.

#### Expense Type

#### Expense

<b>Program Total</b>	<b>\$</b>	<b>248,403</b>
Marketing	\$	27,616
Administrative	\$	86,355
Facility Usage	\$	63,382
Direct (Supplies, Materials)	\$	32,250
Prod. Support & Maint.	\$	38,800

#### Measure of Success:

*The number of participants, return students and waiting lists are used to indicate success. We also use survey information from students, parents and director who observes these students in the casting and production process of our community productions. Regular evaluations with instructors addressing the information collected help to improve this program.*

#### Friend to Friend

- ♦ A program designed to serve community members living with the challenges of Autism, Down Syndrome and other special needs.
- ♦ Serves 68 students with ages ranging from 5-Adult.
- ♦ The program is managed by 28 volunteer instructors & coaches.
- ♦ Students meet weekly free of charge to socialize, learn interactive life skills and prepare for two productions per year.
- ♦ Performances draw full capacity community attendance of 2,000 patrons each year.

<b>Program Total</b>	<b>\$</b>	<b>36,319</b>
Marketing	\$	1,119
Administrative	\$	7,880
Facility Usage	\$	12,667
Direct (Supplies, Materials)	\$	10,500
Prod. Support & Maint.	\$	4,153

#### Measure of Success:

*In this program we are not as concerned with the number of individuals participating, as we are the anecdotal input from parents and family to its impact. This is collected by survey and direct interaction with each parent. However, the growth in attendance helps us measure the quality of the program. The interest and support of the program is also measured by the community attendance at performances.*

**BRAVO Program**

- ♦ An educational outreach for our secondary school students.
- ♦ Students are offered highly discounted tickets to experience the performing arts and have interaction with the scholars, artists and technicians involved with the production.
- ♦ 300 students took advantage of the program this past year.
- ♦ Our primary focus has been on Davis County schools, but we have had some interest from schools outside our local area.

<b>Program Total</b>	<b>\$</b>	<b>10,981</b>
Marketing	\$	675
Administrative	\$	2,423
Facility Usage	\$	1,583
Direct (Supplies, Materials)	\$	1,260
Discounted Revenue	\$	5,040

**Measure of Success:**

*An active count of how many students and which schools participate in this program is kept. The level of participation in the "talk back" sessions with production artists is observed and discussed. We regularly access each event and council with educators to improve the program's impact.*

**Troubadour Program**

- ♦ This program brings the theatre experience to Davis County elementary students with an interactive assembly that puts the students directly into a brief performance experience.
- ♦ An estimated 10,325 (56% increase) students participate in these assemblies.

<b>Program Total</b>	<b>\$</b>	<b>13,726</b>
Marketing	\$	1,611
Administrative	\$	5,963
Facility Usage	\$	3,800
Direct (Supplies, Materials)	\$	2,352

**Measure of Success:**

*Each school chooses the students who will participate in this program with each visit. Our measure of success comes in the level of participation by the students, their reaction to the activities and survey information from each school administrator. Like other programs, the information and observation is used to evaluate the effectiveness and in making improvements.*

**FairyTale Festival**

- ♦ An open-air festival inviting families to spend time together while exploring their creativity.
- ♦ Local artists engage them with music, storytelling and games.
- ♦ Children interact with actors portraying Princes, Princesses and other characters from familiar stories.
- ♦ Participants explore the world of enchantment and imagination, while learning social skills through a variety of activities.
- ♦ General admission is free with an estimated 6,000 participants.

<b>Program Total</b>	<b>\$</b>	<b>41,253</b>
Marketing	\$	5,372
Administrative	\$	6,051
Facility Usage	\$	2,638
Direct (Supplies, Materials)	\$	18,000
Prod. Support & Maint.	\$	9,192

**Measure of Success:**

*Attendance is estimated by a "walk-through" count of the those attending every 2 hours during the event. Random survey's are also taken with attendees. Reaction to the event is also collected by posted conversation on our festival Facebook page. Analysis is made after each for improvement purposes.*

**Total Outreach/Educational Program Expenses    \$            350,682**

**CenterPoint Legacy Theatre respectfully requests a continuation of \$100,000 in ongoing funds to support these programs. Additional funding for these educational outreach programs and all CenterPoint efforts, will come from grants, individual donations, and earned income sources of CenterPoint Legacy Theatre.**

**This request represents 4% of CenterPoint Legacy Theatre's annual budget.**

Thank You.

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CenterPoint Legacy Theatre  
**Annual Report**  
January 1 – December 31, 2018

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*“The mission of CenterPoint Legacy Theatre is to provide theatrical experiences that engage, entertain, and enrich the lives of patrons and performers.”*

The following reports the impact CenterPoint Legacy Theatre had in the community during 2018.

**124,346 Seats filled for CenterPoint performances and education programs**

**879 Volunteers**

**93,866 Volunteer Hours**



### ***Tickets***

- Season Ticket sales remained steady from 2017
- Barlow Main Stage: *To Kill a Mockingbird*, *Little Mermaid*, *Camelot*, *Crazy for You*, *Pirates of Penzance*, *Ragtime*, and *Elf the Musical*  
87,996 total seats filled  
79% capacity average
- Leishman Hall: *Don't Drink the Water*, *You're a Good Man Charlie Brown*, *Wait Until Dark*, and *5 Carols for Christmas*  
5,155 seats filled  
87% capacity average  
14% increase in seats filled in Leishman Hall from 2017
- 2 ASL performances on Barlow Main Stage (offered with each show) and one Leishman Hall performance for Autistic and sensory challenged guests
- 231 gift certificates donated to approximately 115 nonprofit organizations

### ***Geography and Online Reach***

- Primary patron geography - Ogden to Provo, secondary patron geography - Pocatello, ID to St, George, UT, and extended patron geography includes 27 states and Canada
- 128,000 Website sessions
- 869,398 Social Media impressions



## ***Education and Outreach Programs***

### **Bravo**

- 300 Bravo tickets redeemed
- 12 junior high and high schools utilizing Bravo

### **Troubadour**

- 10,625 students reached through assemblies
- 19 elementary schools visited

### **Friend to Friend**

- 68 Friend to Friend students
- 3 Friend to Friend instructors and 25 Friend to Friend coaches giving 3500 volunteer hours
- 2,040 total attendance for Friend to Friend performances (full capacity performances)

### **Academy**

- 602 students and 445 families represented
- 25% increase in performances from 2017
- 10,300 patrons attending Academy performances
- 71 parent volunteers giving 350 parent volunteer hours

### **Events**

- 460 attended Hats Off Party (annual thank you celebration for our volunteers)
- 40 CenterPoint Legacy Gala volunteers giving 600 volunteer hours
- 460 attended CenterPoint Legacy Gala (not including volunteers or performers)
- 6,200 attended Fairytale Festival
- 180 Fairytale Festival volunteers giving 3,220 volunteer hours
- 360 attended Government Appreciation Evening and 80 attended Donor Appreciation Luncheon

## ***Additional Community Involvement***

- Traveling Exhibition program recipient through the Utah Division of Arts and Museums
- Hosted Improv Troupe Shows, Utah Theater Association for Utah High Schools drama programs, Snake River High School vocal performance workshop, Legacy Irish Dance Open Feis (Irish Dance Competition), Centerville Junior High's musical production of *Singing in the Rain*, Legacy Preparatory Academy Ballroom Dance Concert, Distinguished Young Miss, Caradopt World Youth Organization, and Legacy Irish Dance Fall Performance of *Willy Wonka*
- Centerville restaurants boosted by cast purchases on average of \$2,366 a month

## ***Awards and Recognitions***

- Broadwayworld.com (regional awards site) recognized CenterPoint in their 2018 annual awards  
Best Musical of the year: *Ragtime*  
Best Play of the year: *To Kill a Mockingbird*  
Best Actor (Musical): Shelby Ferrin, *Ragtime*  
Best Actress (Musical) and Best Actress (Play): Annie Ferrin, *Ragtime* and *To Kill a Mockingbird*  
Best Costume Design (Musical): Tammis Boam, *Ragtime*  
Best Costume Design (Play): Jennie Richardson, *To Kill a Mockingbird*  
Best Direction (Musical): Emily Wadley, *Ragtime*  
Best Direction (Play): Jennie Richardson, *To Kill a Mockingbird*  
Best Lighting Design (Musical): Mark Rencher, *Ragtime*  
Best Lighting Design (Play): Eric Gunn, *To Kill a Mockingbird*  
Best Music Direction (Musical): Derek Myler, *Ragtime*  
Best Scenic Design (Play): Scott VanDyke, *To Kill a Mockingbird*
- Scott Montgomery awarded "Outstanding Contribution to the Utah Theatre Community" by Utah Theatre Association
- Best Theater Company and Best Festival (Fairytale Festival) by *Davis County Clipper*